



ADMINISTRATIVE COMMITTEE AGENDA

Date and Time: Tuesday, November 1, 2022, at 8:00AM
Location: City Hall, 101 South Boulevard, Baraboo, WI 53913
Room: C205 *Dennis O Thurow* Committee Room

Notices:

Members Noticed: Alderpersons: Kathleen Thurow, Heather Kierzek & Bryant Hazard
Citizen or other notices: Mayor Rob Nelson, City Administrator Casey Bradley; Interim Police Chief Rob Sinden; Finance Director Julie Ostrander; City Engineer Tom Pinion; Clerk Brenda Zeman; Library for subsequent posting, and Media

- 1) Call to Order:
 - a) Roll call of members
 - b) Note Compliance with Open Meeting Law.
 - c) Approve minutes – September 27, 2022
 - d) Approve agenda.
- 2) Action Item(s):
 - a) Review and recommendation to the Common Council on approving the Temporary Liquor Licenses (aka Picnic License) for Downtown Baraboo, Inc., Wine Walk, 11/18/2022
 - b) Review and recommendation to the Common Council for the Liquor License Change of Agent for Con Amici, LLC to Cornelia Schmitz.

Discussion:

- a) Strategic Plan assignments – Initial discussion to breakdown the plan into manageable pieces and determine completion strategy.
- 3) Information Item(s):
 - a) Date and time of next meeting: Tuesday, December 6, 2022, at 8:00AM
- 4) Adjournment:

For more information about the City of Baraboo, visit our website at www.cityofbaraboo.com.

Agenda jointly prepared by Brenda Zeman & Julie Ostrander, (608) 355-2700
Agenda posted by Brenda Zeman on October 28, 2022

Any person, who has a qualifying disability as defined by the Americans with Disabilities Act and requires the meeting or materials at the meeting to be in an accessible location or format, should contact the Baraboo City Clerk at 101 South Boulevard, Baraboo, Wisconsin or by phone (608) 355-2700 during regular business hours at least 48 hours before the meeting to ensure reasonable arrangements are made to accommodate each request.

Present: Alderpersons Kathleen Thurow, Heather Kierzek, Bryant Hazard

Absent: None.

Also Present: City Clerk Brenda Zeman, Interim Police Chief Rob Sinden, Finance Director Julie Ostrander, Rob Nelson, Administrator Casey Bradley

Citizen Present: None

The meeting was called to order by Chairman Kathleen Thurow at 8:00am, with roll call and noting compliance with the Open Meetings Law.

Motion by Hazard second by Kierzek to approve the September 6, 2022, minutes.

Motion by Hazard second by Kierzek to approve the agenda. Motion carried unanimously.

Action Items:

- a) Review and recommendation to the Common Council on approving the Temporary Liquor Licenses (aka Picnic License) for Shakespeare on the Edge, Inc, A Gathering of Rogues & Ruffians – A Renaissance Faire, 10/08/2022-10/09/2022.

Rob Sinden reminded the committee the police department provides service during this event. The background checked out fine when completed. Everyone has a good time.

Motion by Hazard seconded by Kierzek to approve. Motion carried unanimously.

- b) Review and recommendation to the Common Council for the Liquor License Change of Agent for Al Ringling Theatre to Charlene Flygt.

Rob Sinden has no issues at all.

Motion by Hazard seconded by Kierzek to approve. Motion carried unanimously

- c.) Review and recommendation to Common Council concerning John Ellington's request to consider possible changes to the Council's public comment policy.

The committee discussed that there is a potential for citizens to get on "their soapbox" if the public comment is changed to comments not included on the agenda.

No motion.

- d.) Review and recommendation to Common Council amendments to Chapter 7.24 of the Code of Ordinances to correct an oversight by adding a reference to 7.09(20) into 7.24(4).

Rob Sinden passed this item over to Mayor Rob Nelson. Basically, he described the ordinance needed to have the excessive parking items renumbered and cleaned up.

Motion by Hazard seconded by Kierzek to approve. Motion carried unanimously,

3) Information Item(s):

- a) Date and time of next meeting: Tuesday, November 1, 2022, at 8:00AM.

Discussed tackling the assigned strategic plan list at each administrative meeting and breaking down the list into smaller pieces to avoid special meetings specifically for this purpose.

Motion to adjourn by Hazard, seconded by Kierzek at 8:11 AM and unanimously carried.

Respectfully submitted, Julie Ostrander, Finance Director

Application for Temporary Class "B" / "Class B" Retailer's License

Application Date: 10/04/2022

City of Baraboo

County of Sauk

The named organization applies for: (check appropriate box(es).)

A Temporary Class "B" license to sell fermented malt beverages at picnics of similar gatherings under § 125.26(6), Wis. Stats.

✓ A Temporary "Class B" license to sell wine at picnics or similar gatherings under §125.51(10), Wis. Stats.

At the premises described below during a special event beginning 11/18/2022 and ending 11/18/2022 and agrees to comply with all laws, resolutions, ordinances and regulation (stat, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. Organization (check appropriate box)→
- | | | |
|--|---|--|
| <input type="checkbox"/> Bona fide Club | <input type="checkbox"/> Church | <input type="checkbox"/> Lodge/Society |
| <input checked="" type="checkbox"/> Chamber of Commerce or similar Civic or Trade Organization | | |
| <input type="checkbox"/> Veteran's Organization | <input type="checkbox"/> Fair Association | |

(a) Name DOWNTOWN BARABOO INC.(b) Address PO BOX 216 Baraboo, WI 53913
(Street) City(c) Date Organized 11/18/2022

(d) If corporation, give date of incorporation _____

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to §77.54 (7m), Wis. Stats, check this box:

(f) Names and addresses of all officers:

President PJ KRUSCHEL PO Box 216 Baraboo WI 53913Vice President Jill Addy PO Box 216 Baraboo WI 53913Secretary Courtney Atwater PO Box 216 Baraboo WI 53913Treasurer Paige Kramer PO Box 216 Baraboo WI 53913(g) Name and address of manager or person in charge of affair: SETH TAFT
PO Box 216 Baraboo WI 53913 downtownbaraboo@gmail.com

2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Store, and Areas Where Alcohol Beverage Records Will Be Stored:

(a) Street Number PO Box 216 Baraboo WI

(b) Outdoor Event Description _____

(c) Do premises occupy all or part of building? Part of Building/Space

(d) Describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover:

All main retail spaces will be part of the wine walk and where wine is poured. Please see attached file with detail on each location.

3. Name of Event 2022 DOWNTOWN BARABOO WINE WALK

(a) List name of the event _____

(b) Dates of event 11/18/2022 11/18/2022E-mail address: downtownbaraboo@gmail.com

DECLARATION

The Officer(s) of the organization, individually and together, declare under penalties of law that the information provided in this application is true and correct to the best of their knowledge and belief.

PAYMENT OPTIONS: (choose one)

On line

US mail

In person

City Hall Night Deposit

Approvers:

DOWNTOWN BARABOO INC.

(Name of Organization)

Officer:

eSigned via SeamllessDocs.com
Seth Donald Alfred Norman Taft

Key: ace56c6b713b219be524605a78470472

(Signature/date)

10-04-2022

10-11-2022

Business Name	Contact Name	License Name	Premises	Business Address
Recycled Sally's	Betsy Hansen	Betsy Hansen	Main Retail Space	124 3rd St.
Amber Moon	Christie Ziegler	Christie Ziegler	Main Retail Space	528 Oak St.
Cornerstone Gallery	Rachel Rosenblum	Rachel Rosenblum	Main Retail Space	101 4th St.
Bekah Kate's	Bekah Stelling	Bekah Stelling	Main Retail Space	117 3rd St.
Zach's Bar	Zach Ziegler	Zach Ziegler	Main Bar/Establishment Area	126 4th St.
Eclectic Treasures	Erin Zirbel	Erin Zirbel	Main Retail Space	616 Oak St.
Angels & Arrows	Amy Millie	Amy Millie	Main Retail Space	100 3rd St.
Just Imagine	Tood Wickus	Todd Wickus	Main Retail Space	120 4th St.
A Sense of Adventure	Jill Addy	Jill Addy	Main Retail Space	512 Oak St.
Von Klaus	Kenn Parker	Kenn Parker	Main Bar/Establishment Area	133 3rd Ave.
Blank Canvas Arts	Brett Klawitter	Brett Klawitter	Main Retail Space	614 Oak St.
Johnsen Insurance	Kayce Dervetski	Bill Johnsen	Main Entry/Visitor Space	402 Broadway St.
A Vintage Co-Op	Erin LaPorte	Erin LaPorte	Main Retail Space	119 4th St.
Countryside Refind	Jennifer Loveless	Jennifer Loveless	Main Retail Space	115 3rd Ave.
The Jeweler's Edge	Sarah Fay	Sarah Fay	Main Retail Space	416 Oak St.
Spa Serenity	Lacey Steffes	Lacey Steffes	Main Retail Space	137 3rd St.
Spirit Lake	PJ Krauschel	PJ Krauschel	Main Retail Space	138 3rd St.
Baraboo Vintage & Seek Boutique	Kim Pavlat	Kim Pavlat	Main Retail Space	115 4th St.
Tin Roof Dairy	Michael Yount	Michael Yount	Main Retail Space	119 3rd Ave.
608 Axe Throwing	Brian Buchanan	Brian Buchanan	Main Entry/Visitor Space	713 Broadway St.

Appointment of Successor Agent – Retail Licenses

Submit this form to your licensing authority with a \$10 processing fee.

If there is a change in agent, each club, corporation, or limited liability company that holds a retail license to sell fermented malt beverages and/or intoxicating liquor must appoint a successor agent and have the appointment approved by the licensing authority pursuant to sec. 125.04(6), Wis. Stats. The following questions must be answered by the agent, and the appointment must be signed by an officer of the corporation/organization or one member of the limited liability company (only one signature is required).

Section 1: Licensee Information and Acknowledgement

Licensee Name

~~Cornelia Schmitz~~ David Armstrong (Con Amici, LLC)

Reason for Cancellation of Appointed Agent

Selling business

The undersigned appoints

Cornelia Schmitz

as

agent in accordance with sec. 125.04(6), Wis. Stats.

David Armstrong

Signature of President / Member

Date

10/20/22

Section 2: Agent Information and Acknowledgement

Agent Name

Cornelia Schmitz

Mailing Address

City or Post Office

Baraboo

State

WI

Zip Code

53913

Agent Questions

Yes

No

- | | | |
|--|-------------------------------------|-------------------------------------|
| 1. Are you of legal drinking age? | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 2. Have you been a resident of Wisconsin for at least 90 continuous days prior to the date of appointment as agent? | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| 3. Have you ever been convicted of a federal law violation? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 4. Have you ever been convicted of a state law violation? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 5. Have you ever been convicted of a local ordinance violation? | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| 6. Have you completed the required responsible beverage server training course per sec. 125.04(5)(a)5, Wis. Stats.? ... | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

UNDER PENALTY OF LAW, I declare that my answers above are true and correct to the best of my knowledge and belief.

I hereby accept appointment as agent for Con Amici LLC and assume full responsibility of the conduct of the business relative to fermented malt beverages and intoxicating liquors.

Cornelia Schmitz

Signature of Agent

Date

10/18/22

Section 3: Licensing Authority Approval

Municipality Name

Signature of Official

Date

Title of Official

Committee	Staff	Objective	Priority
Committees	City Administrator	Cross-training is prioritized in departments to ensure high level of customer service.	1
Committees	City Administrator	Department Heads take the lead on documenting SOPs (standard operating procedures) for department functions.	1
Committees	City Administrator	Employees document their daily, weekly, monthly, and less frequent responsibilities within their role, as a supplement to updated position descriptions and internal reference guide.	2
Committees	City Administrator	Develop and implement an offboarding process for retiring / exiting employees to not fully lose institutional knowledge upon exit.	2
Committees	City Administrator	Conduct regular "stay interviews" between employees and supervisors to understand their capacity and resource needs.	1
Committees	City Administrator	Maintain a culture of open and honest feedback in City Hall by promoting and appointing leaders who are open to feedback.	1
Committees	City Administrator	Develop program to recognize and invest in future leaders (including professional development, tuition reimbursement, passing responsibility downward).	2
Committees	City Administrator	Incentivize and encourage employees to suggest fresh ideas and enhance City service delivery.	3
Committees	City Administrator	Retain employees looking to move into leadership roles wherever possible through cross-training and professional development opportunities.	3
Committees	City Administrator	Each department to conduct an evaluation of their skills inventory and identify gaps annually.	1
Committees	City Administrator	<i>Build mentorship into the organization as a standard practice. Use HR/Assistant City Administrator role as a model to attract rising talent to the organization. ***</i>	1
Committees	City Administrator	Explore non-monetary benefits for employees such as position-sharing, flexible schedules, remote work, or limiting City Hall customer service hours.	1
Committees	City Administrator	Council establishes desired metric(s) from each department that will be reported to Council. These metrics will help make data-driven decisions	1
Committees	City Administrator	City Administrator helps empower Department Heads to track the Council-determined metrics for their department.	1
Committees	City Administrator	Benchmarks for paper use reduction are set for each department annually.	2
Committees	City Administrator	Incentivize and encourage employees to identify ways to make more services available online.	3

Admin	City Administrator	Maintain non-virtual formats of communication for residents who cannot access and/or understand technological delivery models.	1
Admin	City Administrator	<i>Create a social media presence for City of Baraboo which consolidates the majority of City communications under one account. Police and Library will still maintain independent social media presences. ***</i>	2
Admin	City Administrator	Confirm from Library and Police Department experiences that language needs of non-English speaking Baraboo community members are being met through City communications.	3
Admin	City Administrator	Create benchmarks to measure reach and impact of social media use to understand which platforms to prioritize.	3
Admin	City Administrator	Evaluate ways to enhance the virtual meeting experience (i.e., not on Microsoft Teams) to ensure inclusivity for members and residents who want to join meetings virtually.	1
Admin	City Administrator	Evaluate A/V enhancements for Council Chambers that improve user experience for attendees to participate in real time.	1
Admin	City Administrator	Create a tech onboarding procedure for elected officials and staff.	1
Admin	City Administrator	Explore ways to enhance public engagement through technology other than through meeting attendance.	2
PSC/Admin	City Administrator/ Police Chief	Continue working with community partners to understand community needs and gaps in terms of wrap-around services (mental health, drug and alcohol treatment, social services, etc.)	1
Committees	City Administrator	Draft and present a report to City Council on emerging community needs and service alignment (service expansion / change) as Baraboo grows.	1
PSC/ADMIN	Police Chief	Meet with community partners to identify ways to serve a changing family unit norm (including challenges such as childcare, caregiving, and socioeconomic challenges)	2
Admin.	Mayor	Mayor evaluates developing a constituent-facing communication that breaks down City Council decisions and decision-making process.	1
Admin.	City Administrator	Develop a proactive communications strategy that lets the City tell the story (rather than having the narrative shaped by inadequate media coverage).	1
Admin/Finance	City Administrator	Develop educational materials to better explain and share information about the annual budget process with the public in hopes of increasing engagement.	1
Admin.	City Administrator	Empower the public to engage with City government by expanding volunteer opportunities for low-risk projects (also reduces staff burden).	2

Admin/Finance	City Administrator	Research communications / public information officer roles in other similarly sized communities to manage website, social media, and external communications for City.	2
Admin.	City Administrator/Mayor	Reach different demographics within Baraboo through multimedia communications approach (newsletter, social media, community forums, service club talks).	2
Admin	City Administrator	Evaluate ways to make City information as accessible as possible (website improvements, technology usage) to enhance customer service experience.	1
Committees	City Administrator	Staff determine meaningful datasets to drive budgetary decision-making that should be presented to Council by department heads.	1
Committees	Department Heads	Council solicits meaningful data from departments on a regular basis to drive decision-making.	1
Committees	City Administrator	Evaluate switch from line item budget to outcome-based budgeting beginning with 2023 budget cycle.	1
Committees	City Administrator	City Council solicits quarterly or semi-annual reports on departmental assets from staff.	2
Committees	City Administrator	Evaluate the metrics for coverage and demand of services based on population to understand service gaps that will emerge with continued growth.	1